

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

Dear Chairman Powell:

I'm writing to urge you to support the proposed merger between EchoStar Communications and Hughes Electronics. I believe the merger holds tremendous potential for my company in Satanta, KS which sells EchoStar's DISH Network satellite TV service. The new company will offer a more attractive product to consumers, and this will mean more business for my company.

None of my customers can receive their local broadcast channels via satellite because the DISH Network does not have the channel capacity to carry smaller television markets. Currently, EchoStar offers service in only 36 markets. This is a source of frustration for my consumers. The proposed merger between EchoStar and DIRECTV would allow the combined company to offer local broadcast channels in all 210 television markets nationwide by eliminating the duplication of identical programming carried by both services. If the merger is approved, satellite TV will be a more competitive alternative to cable, and this is good for business.

If the merger is approved, the new EchoStar will provide consumers in my area an affordable high speed Internet access service via satellite. There are a small number of customers in my area who do enjoy access to high-speed Internet access service via cable and DSL service. For them, this merger will result in increased competition in the broadband market, potentially driving down prices of DSL and cable providers. However, the majority of the homes, schools and businesses in my area are beyond the reach of cable and DSL wires. For these customers, the new EchoStar would be their only chance of getting an affordable high speed Internet service.

This merger will increase satellite TV's ability to respond competitively to the roll out of digital cable, forcing cable companies to respond in a variety of ways including accelerating their digital upgrades and extending their wires out to reach those customers they currently do not serve. The resulting expansion in digital capabilities across the board will increase competition generally, will drive hardware upgrades for consumers, and drive retail traffic and sales nationwide.

The new company has also pledged to offer new and enhanced services like interactive television and near video-on-demand. These products will allow satellite TV to go head-to-head in competition with cable companies and other competitors as they improve their technological capabilities.

The new company will offer many benefits to customers, but the most important one is local broadcast channels via satellite in all U.S. television markets. This is the one service most sought after by my customers. I urge you to support the proposed merger between EchoStar and DIRECTV because local channels for all Americans is only possible if the companies are allowed

to combine.

The expectations of today's television customer are much higher than they were just 10 years ago. Today's technology now offers many possibilities that did not exist 10 years ago, and American business has been successful in delivering these technologies to the home very quickly. We are at a critical juncture in the communications industry, because for the satellite industry to continue to deliver services that we have been instrumental in creating a demand for, we need more bandwidth. Since the National Association of Broadcasters has not stepped up to the plate to improve the quality of reception of all the local network stations (each local DMA could be required to transmit spot-beam signals within their coverage area), and since the satellite broadcasters have been willing to assume the expense and allocate the precious bandwidth to do so, I believe some constraints on their operations should be removed. This is the only way to provide a level playing field for them to compete with cable TV. Effective competition has spurred marked improvement in cable service and delivered more services to television customers than would o

Sincerely,

Randall Ives  
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